

## ABSTRACT OF THE DISCLOSURE

An apparatus and a method for flexibly adjusting the contrast of an input image signal. Specifically, a control signal for controlling the contrast of a displayed image is generated responsive to an input image signal, and the luminance signal level of the input image signal is adjusted on the basis of the generated control signal. A display image for demonstration via a liquid crystal display surface is generated on the basis of the adjusted luminance signal level. The illumination brightness on the liquid crystal display surface is controlled in correlation with the adjustment of the luminance signal level on the basis of the generated control signal.

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